

In the Specification:

Please replace paragraph [0026] of the published specification with the following:

-- [0026] The server device 102 has memory 108 that stores media content in the form of data streams 110, 134, and 136. The server device 102 also stores an associated tag, such as tags 112, 130, and 132, with each data stream 110, 134, and 136, respectively. Each of the tags 112, 130, and 132 may be unique from the others and may further be associated with user classifications such as user demographics or usage patterns based on generalized demographic information. The tagged data streams 110, 134, and 136 are, in an embodiment of the invention, transmitted to the client device 104. The tags are used by client device 104 as control elements to sort the programs into new channels of content. Each tag includes information that is descriptive of a content category. In one embodiment, for example, the tags have content type information, content title information, viewer age information, viewer gender information, viewer income information, viewer location information, content rating information, etc. More information regarding content tags, such as tags 112, 130 and 132 and their use may be found in copending U.S. patent application Ser. No. 10/176,939, titled System and Method for Monitoring Blocked Content, filed on Jun. 20, 2002, and incorporated above by reference. --